

FORTUNE
ROCKEFELLER CENTER
NEW YORK 10020

OFFICE OF THE PUBLISHER

JUDSON 6-1212

Dear Sir:

Back in 1953 a Tokyo businessman got the idea that transistorized radios would be a fine product for his struggling new company. They were. Now Sony Corporation does an annual volume of over \$100-million.

In 1963 a Montreal textile executive got the idea that the most profitable way to manufacture his product was by building a fully automated plant. Today Super Value is the largest producer in its field in Canada.

Both of these ideas came from Fortune.

This doesn't, of course, mean that Fortune will help you get rich quick -- or slowly. But it does suggest you'll find some extremely profitable ideas in it. (Most companies agree -- they'll pay for an executive's subscription. So does the I.R.S., which generally allows Fortune as a business expense.)

But I'd like to prove my point, and I think I can if you'll give me the chance. If you will accept the next 21 issues of Fortune, I will reduce the price by 30%. In addition, to make the offer more attractive, I will send you a free copy of our remarkable new book: Personal Investing Ideas from Fortune. (It's a break-even proposition for us, but we'll take the chance that you will become a permanent subscriber.)

Why this particular book? Because it contains a wealth of practical information to help you bolster your personal investing program. Based on articles carefully selected from Fortune's Personal Investing department, this valuable book will give you clearer insight into the techniques and strategy of modern personal investing.

We offer you this book as solid proof that Fortune brings you ideas and information worth money in the bank. That, basically, is the reason why 475,000 cost-conscious executives (including 56,700 company presidents) buy Fortune's every issue.

What distinguishes Fortune from other publications? Its talented staff of business experts (73 of them). The time it devotes to every article (an average of two months). The money it spends in gathering ideas (\$3.18 for every word you read).

This is part of what you'll find in Fortune:

(1) Corporation Stories that give you an intimate picture of how other companies are solving their problems, or failing to solve them. So thorough they're analyzed in business schools, these case studies offer precious intelligence to executive and investor alike. Among recent studies: C.B.S., Bristol-Myers, Gulf & Western, Control Data, Xerox, J. C. Penney.

(2) Management Stories that give you authoritative guidance based on painstaking research. Typical articles have counselled Fortune readers on how to manage management consultants, young executives, profitable products, computers and trade shows.

(3) Industry Stories that show where big and small industries are headed, and why. Recent examples: oil, airlines, electronics, steel, uranium.

(4) Business Roundup, the remarkable economic forecast that has predicted most major economic trends for the last 17 years. Many businessmen are paying upwards of \$100 for services which we believe to be far less valuable than this one Fortune feature.

(5) Personal profiles that show you how the most interesting men in business got that way. Men like Norton Simon, Jim Ling, J. Paul Getty, Bill Lear, the Mellons, Armand Hammer, Garfield Weston, Howard Hughes.

(6) Investment analysis that's unusually probing and sophisticated. Recent topics: defense-company backlog, gold stocks, cattle-future speculation, mutual funds, warrants, broadcasting stocks.

(7) Technology reports that explain, in English, exactly what the new laboratory developments mean to you and to your business.

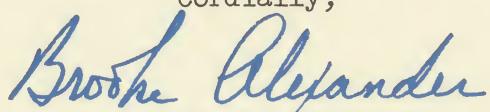
And that's just a start. Fortune also covers trends and news of economics, politics, foreign business, taxes, executive life, the structure and design of our environment ... everything, in fact, that affects your career and your bank account.

As you're no doubt aware, Fortune is not the least expensive magazine you can buy. It's \$1.50 at the newsstand; \$1 a copy at the regular one-year subscription price. To you, under our introductory terms, it's \$14.75 for 21 issues -- just about 70¢ a copy. And you get Personal Investing Ideas from Fortune with our compliments.

It's a lot of magazine for 70¢. Still, if you later decide Fortune's not paying its way for you, let me know and I'll see that you get a prompt refund on the balance of your subscription.

It's a simple matter to return the invitation card that's enclosed. You'll be in the good company of 475,000 businessmen the world over who know a profitable idea when they see one.

Cordially,



Brooke Alexander
Assistant to the Publisher

FIRST CLASS
PERMIT NO. 22
CHICAGO 11, ILL.

BUSINESS REPLY MAIL

(No postage stamp necessary if mailed in the United States)

Postage will be paid by

F O R T U N E

540 N. Michigan Avenue
Chicago, Illinois 60611

The Amazing Mellons of Pittsburgh
What's Wrong with Participative Management

Control Data's Remarkable Comeback
Marketing—Bristol-Myers' Way
The Coming Surge in Nuclear Power

How J. C. Penney Battled Against Becoming Obsolete
A Fresh Look at Computer Time-Sharing

What Price the SST?
The SEC vs. Wall Street
How Garfield Weston Built a \$4-Billion Business

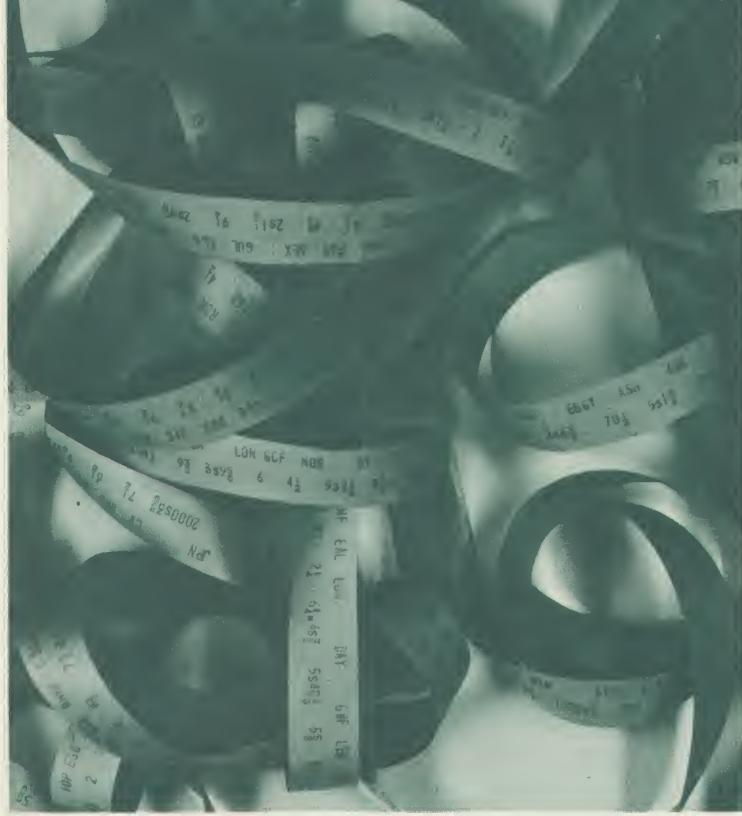
What "Little" Business Thinks about Mergers
Growth Opportunities in the Optics Industry

These are stories that have appeared in recent issues of Fortune. The *next* issue will contain articles of equal importance, full of fresh, thoroughly researched thinking that will bear directly on your business and investment decisions. Can it be to your advantage to miss that thinking? The invitation that's enclosed will introduce Fortune to you at a specially reduced rate; you will also receive a free bonus book.

You need only fill out the card and mail it in the reply envelope provided.

FORTUNE

640 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60611



The Investor's Fortune

Do you know where your broker gets *his* information?

If he's good at his job, of course, he'll have hundreds of sources. Among the best: his research department, friends in management, his own customers.

And high on the list will be Fortune—perhaps his only source that's also available to you first-hand. Ask him about it, the next time you talk. He'll tell

you about Fortune's unique reputation on Wall Street. He'll probably add that it's a reputation earned by results.

Results like these:

Some years ago, Fortune's management experts uncovered the full story of Litton Industries and suggested the company was a growth situation worth watching. At that time few people had even heard of Litton; since then the company's sales and profits have multiplied tenfold.

More recently, an article in Fortune on the potential uses of the transistor caught the eye of a Japanese businessman. His struggling new company decided to produce transistorized radios. Sony now does an annual volume of over \$100 million.

For more than 17 years, with few exceptions, Fortune's Business Roundup has forecast every major turn in the economy—usually 12 to 18 months in advance.

How can Fortune produce results like these?

Simply: it gets *inside* the investment world—to uncover opportunities for investors that are not revealed elsewhere. Fortune works harder and ranges farther than other investigators, all the way from steel stocks to gem stones, from Broadway shows to Scotch in the barrel.

And Fortune gets *inside* management, to reveal information that's crucial to investors -- yet almost impossible for them to find.

Typically, when Fortune did a story on Jersey Standard, Editor Walter Guzzardi took notes at the elbow of Jersey's board chairman all day for three weeks—the only time an outsider has ever been

permitted in the ruling councils of the country's second biggest corporation.

Fortune's singular access to top management brings you vital intelligence that most investors never see:

- what kind of men are running a company (or an industry)
- how well (or how badly) they operate
- how they view their own company's prospects
- how *they* are viewed by their own colleagues
- what their immediate and long-range plans are

When Fortune does one of its famous Corporation Stories, professionals are aware that what they are reading is far more than the usual rehash of previously published reports and public relations hand-outs. Fortune's writers are allowed free rein; they are never satisfied with the obvious; they'll often probe for months to get their story. And each one is a top business expert—ask anyone who has been a Fortune subject.

In recent months Fortune's 73-man investigating team unearthed highly profitable intelligence on the subjects listed below. We list them to help demonstrate how—

— if you are a business executive...
— and if you invest any money at all...

— then just one Fortune article can repay the cost of your Fortune subscription many times over...

How the Effective Executive Does It
DuPont Under Pressure
Why the Stock Market Acts That Way

New Industries of the Seventies

FIRST CLASS
PERMIT NO. 22
CHICAGO, ILL.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE U. S.

POSTAGE WILL BE PAID BY

FORTUNE

540 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60611

Please send me the next 21 issues of Fortune for \$14.75

(\$6.25 less than at the regular 1-year subscription price, \$16.75 less than the newsstand cost)

Also send me a free copy of your book, PERSONAL INVESTING IDEAS FROM FORTUNE. If Fortune does not provide me with the kind of business intelligence I can use, I may cancel at any time and receive a refund for the unexpired portion of my subscription.



NAME _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____ ZIP _____

YOUR FULL TITLE . . . AND DEPARTMENT, IF ANY _____

COMPANY OR ORGANIZATION NAME _____

NAME OF YOUR DIVISION OR SUBSIDIARY, IF APPLICABLE _____

MAJOR PRODUCT OR SERVICE OF YOUR DIVISION (OR ORGANIZATION) _____

NUMBER OF EMPLOYEES IN YOUR ENTIRE COMPANY

LESS THAN 100 100-499 500-999 1,000 OR MORE

This offer for new subscribers only.

FORTUNE — 540 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611

F-6757